



CHANGE THE WORLD, START WITH ENERGY STAR®

Giveaway and Premiums Idea Sheet

The U.S. Environmental Protection Agency's (EPA) ENERGY STAR® marks and identifiers are provided to help your event attract attention and stand out from the crowd. Don't limit yourself to the examples below, however; the sky's the limit on creative ways to promote your event.

How can I attract attention to my event?

Nothing attracts a crowd like giveaways. Small promotional items can be easily ordered from a number of specialty printing companies or websites, and can be branded with your organization's logo. Consider promoting giveaways before the event to encourage people to attend, as well as promoting the giveaways during the event to attract attention to your display.

The following are examples of brandable items, other giveaway ideas, and considerations for attention-getting giveaways:

- Almost anything can be branded and ordered online these days. Search for websites that offer products within your budget range. Once you find the product you would like to order, work via the website to submit high-resolution files of your logo. Make sure the printing company has experience printing logos on specialty items and ask to see a proof before placing your order with the company.
- For an event focused on energy efficiency, offering an environmentally friendly giveaway helps reinforce your message. Consider branding items that help people make smart choices; items such as reusable grocery bags, reusable water bottles, and ENERGY STAR qualified light bulbs can help reduce waste and save energy.
- If you are interested in ordering giveaways, such as pens or notepads, look for items made from earth-friendly materials. Look for a high percentage of recycled or post-consumer waste, and avoid items that come with excess packaging that will be thrown away. Carry this thinking into other aspects of your event by printing flyers and signs on recycled paper, and encouraging recycling and energy efficiency at your event location.
- If you are planning to use a giveaway that cannot be branded, such as pre-printed materials or ENERGY STAR light bulbs, consider printing your logo on stickers. Stickers or labels can be applied to packages to help promote your organization's sponsorship, or can be given out as an incentive for taking the ENERGY STAR Pledge. Just as "I Voted" stickers are often proudly worn on Election Day, "I Pledged" stickers turn visitors into walking signs that encourage others to visit your event and make a commitment to saving energy.
- EPA offers ENERGY STAR brochures, booklets, and other valuable educational materials free of charge online at www.energystar.gov/publications. A variety of materials are available including information on specific qualified products, how-to guides on energy-



saving home improvements, kids' activity books, posters, notepads, and more. Click through the different publication types to see everything available for order.

- Don't have any money to spend on giveaways or premiums? Ask local businesses or your utility company if they would like to participate in your event and offer a coupon, rebate, or giveaway to visitors. Check the list of ENERGY STAR partners in your area to find organizations that might like to co-sponsor your event at www.energystar.gov/partners.

How can I make my event look more pulled together?

Your logo on giveaways can help make your event look polished and professional:

- Outfit your event staff in T-shirts, sport shirts, or other clothing with your logo. Shirts and other items can easily be ordered online with embroidered or silk-screened logos. If you order more shirts than are needed, use the extras as prizes for answering energy efficiency trivia questions or other games that will attract visitors to your booth.
- If online ordering is not an option, try making your own event apparel using iron-on transfer paper. Simply print out the design you want, then iron it on T-shirts, bags, and other flat cotton products.

How can I leverage my partnership with EPA?

Partners and non-partners may use the Change the World campaign identifier (below) to advertise and encourage the public to make a change with ENERGY STAR or take the [ENERGY STAR Pledge](#). This identifier is available in high- and low-resolution formats in the [event toolkit listing](#). The Change the World identifier, available in square and horizontal formats, can be obtained by contacting changetheworld@energystar.gov.

To help drive attendees to take the ENERGY STAR Pledge on your behalf, be sure to include your specific pledge-driving URL in any takeaway information. If you are not sure what your pledge-driving URL is, e-mail us at changetheworld@energystar.gov for support. If you are not a pledge driver, sign up to become one or let people know they can take the ENERGY STAR Pledge at www.energystar.gov/changetheworld.

Change the World Campaign Identifiers:



Partners: when using ENERGY STAR marks and identifiers, please note that they cannot be altered in any way. The preferred color for the mark is ENERGY STAR blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The symbol block within the mark may not be reproduced smaller in width than .375 inch (3/8") for print. Lettering legibility inside the mark must be maintained on the Web. ENERGY STAR marks and identifiers may never be associated with products, homes, or buildings that do not qualify as ENERGY STAR, and should not be used to indicate qualification on any products or services. EPA can answer branding questions via e-mail at logomisuse@energystar.gov.